



Week ending issue: February 20, 2015 – Issue #242

Policy

From the WIC Services Policy and Procedure Manual – 340.40 Outreach- Ideas for Outreach Activities

Take advantage of any opportunity to inform the public and potential participants about WIC:

- Participate in special events in your community, such as health fairs or early childhood fairs.
- Have an open house at your agency.
- Cooperate in community projects.
- Speak at prenatal classes, family life science classes, women's clubs, or other community organizations.
- Have WIC listed in community health and social service resource guides.

Provide in-service training for health professionals and their clerical staff. When you speak about the WIC Program, take breastfeeding and nutrition education materials and nutrition health history cards to distribute. Make follow-up calls periodically to see if more materials or cards are needed.

Develop a list of other providers and organizations in your area who serve, or have a concern for, the same population as WIC. Personal contact with the organization is important so that they know where to refer clients who have questions. Leave brochures for potential participants at agencies/organizations that will distribute them or make them available for individuals to pick up.

Give brochures for professionals to the providers on your list as you are distributing other information. Contacts may include:

Health providers/organizations

- Obstetricians, pediatricians, family practitioners and midwives
- Public health nurses
- Hospital nursing staff and dietitians in obstetrics and pediatric units
- School nurses
- Family planning agencies
- Managed care organizations and insurance entities, especially those that provide services to the Medicaid population

Social service providers/organizations

- Hospital social workers
- Private social service agencies

- Indian centers
- Proteus or refugee assistance agencies
- Homeless facilities
- Unemployment office
- Shelters for victims of domestic violence
- Department of Human Services (DHS)
- SNAP
- Medicaid
- FIP

Education providers/organizations

- Head Start
- Area Education Agency—Early ACCESS Regional Councils
- Preschools/child care centers
- Schools
- Extension Service, especially EFNEP and FNP workers

Other groups

- Ministers, priests and rabbis
- Food pantries
- Substance abuse counseling agencies
- March of Dimes
- Women's groups
- Businesses that employ potential WIC participants

Thank you of the Week

“WIC was a program that I never knew about until I had my son three years ago. As a new mother, I needed all the help and advice possible. The WIC program has been very helpful to my family. I learn something new every time which helps me and my child to live a healthier, and ultimately, happier life. I am thankful each time I use the coupons and especially the ones for the Farmers’ Market. My son looks forward to the market each week. Thank you for hosting the program – it is truly a great help for my family.” - WIC Participant

**We would love to hear from you! If you have a comment or story about how WIC has made a difference for you and your family we'd love to hear it! (We won't use your name!) Please send it to us in a pm and you could be featured in our next “Thank you of the Week” post!*

Participant Centered Services

What does Active Listening look like?

- Focusing on the participant while minimizing outside distractions
- Listening with undivided attention
- Establish eye contact
- Have an open expression
- Stand or sit in a relaxed but attentive manner
- Speak in a warm tone
- Use the computer as a tool, limit screen time

Save the Date

Maternal Nutrition Workshop & Breastfeeding Workshop

Please see the information for the Maternal Nutrition & Breastfeeding Workshops on March 24 & 25, 2015 at the end of this Friday Facts.

Find Us on Facebook



<https://www.facebook.com/IowaWIC>

Dates to Remember

2015 ****note highlighted dates and topics indicate a change from the usual****

New Employee Training Go-To Meeting

- NETC Go-To- Meeting (All New Staff) – March 12, from 8:30-11:30
- NETC Go-To-Meeting (Health Professional) – March 19, from 8:30-11:30
- NETC Go-To-Meeting (Support Staff) - March 26, from 8:30- 11:30

- NETC Go-To- Meeting (All New Staff) – May 14, from 8:30-11:30
- NETC Go-To-Meeting (Support Staff) – May 21, from 8:30-11:30
- NETC Go-To-Meeting (Health Professional) - May 28, from 8:30- 11:30
- **** Please note changes in order of trainings for May

- NETC Go-To- Meeting (All New Staff) – July 9, from 8:30-11:30
- NETC Go-To-Meeting (Health Professional) – July 16, from 8:30-11:30
- NETC Go-To-Meeting (Support Staff) - July 23, from 8:30- 11:30

- NETC Go-To- Meeting (All New Staff) – September 10, from 8:30-11:30
- NETC Go-To-Meeting (Health Professional) – September 17, from 8:30-11:30
- NETC Go-To-Meeting (Support Staff) - September 24, from 8:30- 11:30

- NETC Go-To- Meeting (All New Staff) – November 12, from 8:30-11:30
- NETC Go-To-Meeting (Health Professional) – November 18, from 8:30-11:30
- NETC Go-To-Meeting (Support Staff) - November 19, from 8:30- 11:30
- **Please note the dates in November.

Core Trainings

- Maternal Nutrition: March 24, 2015
- Breastfeeding Nutrition: March 25, 2015
- WIC Contractor In Person Meeting: August 25, 2015
- Infant/Child Nutrition: September 1, 2015
- Communication and Rapport: October 28, 2015

WIC Training

June 9, 2015 – 2015 Iowa WIC Training

Available Formula

Product	Quantity	Expiration Date	Agency	Contact
Pediasure Peptide 1.0	16 containers	7/2015	NICAO	Janelle Pansegrau 641-423-5044 x35
Powdered Nutricia Neocate Infant DHA/ARA Amino Acid Based Infant Formula w/iron	5 cans	8/2015	North Iowa Community Action	Carla Miller 641-432-5044 X24
Similac PM 60/40	1 can	1/2016	Broadlawns	Kathy Flagg 515-263-5660
Calcilo XD	1 can	2/2017		

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Individuals who are deaf, hard of hearing or have speech disabilities may contact USDA through the Federal Relay Service at (800) 877-8339; or (800) 845-6136 (Spanish).

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General Information

Registration fee The registration fee for each workshop is \$40.00. This fee covers lunch, breaks and print materials. Lunch will be prepared and served by students in the culinary arts program in the Bistro or a local caterer.

Deadline Space is limited so pre-registration is required by March 16, 2015.

How to register You may register by:

- Mail using the enclosed registration form, or by
- Telephone by calling (515) 964-6800 or 1-800-342-0033 or
- Register online
at <https://ce.dmacctraining.com/dmacc2/public/store/search.do?navigator=courseCategories>

This event would only be cancelled due to natural or political catastrophes with notice provided to all registrants via phone and email.

Location Both workshops will be held at the Ankeny campus of the Des Moines Area Community College. The workshops will be in the “Oak Room” in the Conference Center (also referred to as Building 7).

Parking Parking is available at no charge. Use Lot E for easy access to the Conference Center. A map of the campus is enclosed for your reference.

Lodging Lodging is available in the Ankeny and Des Moines area. Call the hotel directly to negotiate a rate.

CEUs

- Each workshop has been approved for 6 contact hours.
- Continuing education units have been requested for registered nurses through Nursing Provider Number 22.
- Certificates of attendance will be provided to registered and licensed dietitians to document activities for their professional development portfolios.
- Professional License numbers are required for CEUs. Please bring this information with you on the day of the event.

Continued on next page

General Information, Continued

Directions from Interstate 35 Follow these directions if you will be traveling to Ankeny on Interstate 35.

Step	Action
1	Exit the interstate at Exit 90 and turn west onto Oralabor Road (also known as Highway 160). <u>Note:</u> This exit is marked for the community college.
2	Move to the right lane and continue on Oralabor Road to the intersection with Highway 69.
3	Turn north (right) onto Highway 69 and move to the left lane.
4	Continue on Highway 69 to the first stoplight and turn west into the campus.
5	Watch for signs to the Conference Center.

Directions from Interstate 80 Follow these directions if you will be traveling to Ankeny from Interstate 80.

Step	Action
1	Exit the interstate at Exit 136 and turn north onto Highway 69.
2	Move to the left lane and continue north on Highway 69 approximately three miles. At the intersection with Highway 160, you can see the campus across the intersection and to the left.
3	Continue north through the intersection. Turn west (left) at the next stoplight to enter the campus.
4	Watch for signs to the Conference Center.

Meeting sponsors These workshops are sponsored by the Iowa WIC Program, Iowa Department of Public Health.

Questions Use the table below to determine who to call with questions.

IF you have questions about...	THEN call...
registration	(515) 256-4908.
the agenda	1 (800) 532-1579 and ask for Nikki.

REGISTRATION

Maternal Nutrition Workshop Breastfeeding Workshop

March 24 and 25, 2015

Name: _____ Daytime phone: _____
Address: _____ Social Security #: _____

Date of Birth: _____

Agency: _____

I am registering for the following workshop(s) (*please check one*):

_____ Both days
_____ March 24 only (Maternal) — NURS 983 CRN 28508-200 (6 contact hours)
_____ March 25 only (Breastfeeding) — NURS 984 CRN 28509-200 (6 contact hours)

The registration fee is \$40 for each workshop. Please make checks payable to
Des Moines Area Community College.

Send this form and payment by March 16, 2015 to:

Des Moines Area Community College
Registration Building 1
2006 Ankeny Blvd.
Ankeny, Iowa 50023

ANKENY CAMPUS

